

1 Gregory P. Olson (Ca. Bar No. 177942)
2 LAW OFFICE OF GREGORY P. OLSON
3 501 West Broadway, Suite 1370
4 San Diego, CA 92101
5 Telephone: (619) 564-3650
6 Facsimile: (619) 233-1969
7 greg@olsonesq.com

8 Daniel Kotchen (*Pro Hac Vice Application Forthcoming*)
9 Daniel Low (*Pro Hac Vice Application Forthcoming*)
10 Robert Klinck (*Pro Hac Vice Application Forthcoming*)
11 KOTCHEN & LOW LLP
12 2300 M. Street NW, Suite 800
13 Washington, DC 20037
14 Telephone (202) 416-1848
15 Facsimile: (202) 280-1128
16 dkotchen@kotchen.com
17 dlow@kotchen.com
18 rklinck@kotchen.com

19 *Attorneys for Plaintiffs*

20 IN THE UNITED STATES DISTRICT COURT
21
22 SOUTHERN DISTRICT OF CALIFORNIA

23 SAMBREEL HOLDINGS LLC; YONTOO LLC;
24 and THEME YOUR WORLD LLC,

25 Plaintiffs,

26 vs.

27 FACEBOOK, INC.,

28 Defendant.

Case No. 3:12-CV-00668-W-KSC

**NOTICE OF LODGMENT OF EXHIBITS IN
SUPPORT OF MOTION FOR A
PRELIMINARY INJUNCTION**

Hon. Thomas J. Whelan

Hearing Date: April 23, 2012
Hearing Time: 10:00 a.m.
Dept: Courtroom 7

29 Plaintiffs Sambreel Holdings LLC, Yontoo LLC, and Theme Your World LLC (collectively
30 "Sambreel") hereby lodges the following exhibits in support of its Motion for a Preliminary Injunction:

31

- 32 • Exhibit 1 – Excerpts of Form S-1 Filed By Facebook, Inc.;
- 33 • Exhibit 2 – Adweek, Data Points: Social System Facebook is still the biggest social
34 network, but its growth has spawned many smaller options;
- 35 • Exhibit 3 – Experian Hitwise, Facebook was the top search term for third straight year;

- Exhibit 4 – Experian, 10 Key Statistics about Facebook;
- Exhibit 5 – comScore, U.S. Digital Future in Focus 2012;
- Exhibit 6 – comScore, U.S. Online Display Advertising Market Delivers 1.1 Trillion Impressions in Q1 2011;
- Exhibit 7 – comScore, Americans Received 1 Trillion Display Ads in Q1 2010 as Online Advertising Market Rebounds from 2009 Recession;
- Exhibit 8 – Screenshot of Facebook Page Entitled “Advertising Providers on Facebook Platform”;
- Exhibit 9 – Screenshot of Facebook Page Entitled “Facebook’s Advertising Guidelines”;
- Exhibit 10 – Screenshot of Facebook Page Entitled “Facebook Platform Terms for Advertising Partners”;
- Exhibit 11 – E-mail from Facebook Platform Team to A. Trouw (Jul. 16, 2009);
- Exhibit 12 – E-mail chain between Facebook Platform Team and A. Trouw (Jul. 2009);
- Exhibit 13 – Letter from J. Cutler to Yontoo Technology, Inc. dated October 10, 2010;
- Exhibit 14 – Letter from M. Radcliffe to J. Cutler dated November 11, 2010;
- Exhibit 15 – Letter from J. Cutler to M. Radcliffe dated January 24, 2011;
- Exhibit 16 – Letter from M. Radcliffe to J. Cutler dated March 23, 2011;
- Exhibit 17 – E-mail from Facebook to Rubicon Project dated August 2011;
- Exhibit 18 – E-Mail from T. Rosenberg to A. Sullivan dated November 23, 2011;
- Exhibit 19 – E-mail from R. Pridy to J. Morris et al. dated August 29, 2011;
- Exhibit 20 – Letter from J. Cutler to M. Radcliffe dated December 5, 2011;
- Exhibit 21 – Screenshot of gating message received by PageRage user;
- Exhibit 22 – David S. Evans, “The Online Advertising Industry: Economics, Evolution, and Privacy”;
- Exhibit 23 – Interactive Advertising Bureau, “IAB Platform Status Report: User Generated Content, Social Media, and Advertising – An Overview”; and
- Exhibit 24 – CMO Survey, “Highlights and Insight” (February 2012).

1
2 These exhibits are more fully described in the Declarations of Arie Trouw, Brad Miller, Andrew
3 Sullivan, Markus Levin, and Robert Klinck.
4

5 Dated: March 19, 2012

LAW OFFICE OF GREGORY P. OLSON

6 By: s/ Gregory P. Olson
7 Attorney for Plaintiffs
8 E-mail: greg@olsonesq.com

9 and
10
11

KOTCHEN & LOW LLP
DANIEL KOTCHEN
DANIEL LOW
ROBERT KLINCK
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28